

# APPENDIX D

## WEB DEVELOPMENT LITERACY AND MICROSOFT EXPRESSION WEB 4

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### D-1 INTRODUCTION

This appendix provides a general introduction to Web development and simple HTML syntax. It defines HTML, then reviews some of the important commands and tips in the Web development environment. After that, it describes the process of creating an HTML document, then walks you through the process of creating a simple Web site using Expression Web 4. The sample Web site highlights the Web development process as well as the processes of creating links, modifying an existing Web site, and publishing a Web site.

### D-2 WEB PRESENCE: AN OVERVIEW

This appendix does not describe Web development in depth. Instead, it provides a general introduction to Web

development and some key information that may prove useful when creating or modifying an actual Web site. The software tool used to develop a Web site in this appendix is Expression Web 4. However, the principles introduced here could be applied to other Web development tools.

In the world of e-commerce, a Web site or home page is the starting point for an online store. Careful consideration must be given to this very important aspect of a successful e-commerce program. A Web site can also help you promote your professional expertise to the rest of the world. Ease of use, appearance, and the type of information provided by your Web site play important roles in the overall success of an e-commerce operation. Table D-1 lists the most important characteristics of a sound Web site.

Table D-1

Important characteristics of a sound Web site

Readability: It should not to be too crowded.

Soothing: Choice of color should be consistent throughout the Web site.

Easy to navigate: Information should be easily accessible.

Right size: It should not be too big or too small.

Downloading speed: Pages should not take too long to download.

Moderate use of graphics: Graphics should be used only if they convey an important message because they significantly increase the file size.

Moderate use of multimedia: Excessive multimedia materials put heavy stress on the Web site and increase its download time.

Recent information: It should be updated frequently.

Availability of contact information: It should include easy-to-find contact information, including telephone numbers, e-mail addresses, and fax numbers.

Display across different browsers: It should display the same information no matter which browser is used.

If you decide to develop a Web site for a business, be sure to visit Web sites for businesses similar to yours. They can provide you with some good starting ideas.

### D-3 WHAT IS HTML?

HTML is short for Hypertext Markup Language, the authoring language used to create documents on the Web. HTML defines the structure and layout of a Web document by using a variety of tags and attributes. HTML codes are not case sensitive. A typical structure for an HTML document is as follows:

<HTML>

<HEAD>

(Here, you enter the description of the page.)

</HEAD>

<BODY>

(Here, you enter all the information you would like to include in your Web site.)

</BODY>

</HTML>

Table D-2 lists several important HTML tags.

Table D-2

Important HTML tags

`<H1> Bidgoli's Web site </H1>`

Displays the text as a size 1 heading

`<CENTER><H1> Bidgoli's Web site </H1></CENTER>`

Centers the head as size 1 on the page

`<H1 ALIGN=CENTER>Bidgoli</H1>`

Centers the head

`<A HREF="http://cengage.com/"> Cengage</A>`

The URL must be enclosed within a pair of quotation marks. The text between the beginning link tag and the ending link tag becomes underlined text on the Web site.

"HREF" stands for "hypertext reference."

`<IMG SRC="mypicture.gif">`

An inline image "mypicture.gif" is inserted. GIF (Graphics Interchange Format) and JPEG (Joint Photographic Experts Group) (also called JPG) are two accepted formats for images on the Web. JPEG files have a .jpg extension; GIF files have a .gif extension.

`<HR>`

Enters a horizontal rule

`<P>`

Starts a new paragraph

`<UL>` and `</UL>`

Used for an unordered list

`<OL>` and `</OL>`

Used for an ordered list

#### D-4 IMPORTANT COMMANDS AND TIPS IN THE WEB DEVELOPMENT ENVIRONMENT

The following commands and tips make your job moving around the Web more manageable.

1. To view a Web site (using most browsers):
  - Click **File**, then click **Open**.
2. To view the source document (with HTML tags) in Internet Explorer:
  - Click **View** on the menu bar.

- Click **Source**.

To close the source document:

- Click the **X** in the upper-right corner.

To copy a section of the source document in Edit mode:

- Select it, then press **CTRL+C**.
3. Any word processor can be used to create an HTML file. However, when you save your work, you must give the file an **.htm** extension.

4. To move to the beginning of a document:
  - Press **Ctrl+Home**.
5. To move to the end of a document:
  - Press **Ctrl+End**.
6. To copy selected text:
  - Press **Ctrl+C**.
7. To paste selected text:
  - Press **Ctrl+V**.
8. To register a Web site with a directory such as Yahoo!, follow these steps:
  - a. Go to <https://ecom.yahoo.com/dir/submit/intro/>
  - b. Follow the step-by-step instructions. By doing this, others will be able to find your Web site when they conduct Internet searches. Naturally, this is very important for any e-commerce site that is selling goods and services. Other directories and search engines have something similar to this.
9. If a Web site cannot be opened, it is usually because of one of the following:
  - a. A wrong URL has been entered.
  - b. The server is down.
10. To manage or edit bookmarks in Internet Explorer:
  - Click **Favorites**, then click **Organize**.
11. To search for specific items in a document:
  - Select **Find on this Page** under the Edit command.
12. To change the default **Home** to a different Web page when using Internet Explorer:
  - Click **Tools, Internet Options**, enter your favorite Web address, and then click **OK**.

13. **Searching the Web:** Each search engine uses its own version of a program known as a spider, which automatically searches the Web periodically, looking for new pages and adding them to its database. Therefore, it is a good idea to use multiple search engines to make sure that all the relevant information has been located.

14. To save an image from the Web (assuming the image is not copyright protected):
  - a. Right-click the **image**.
  - b. Click the **Save As** option.
  - c. Specify a name and a drive.

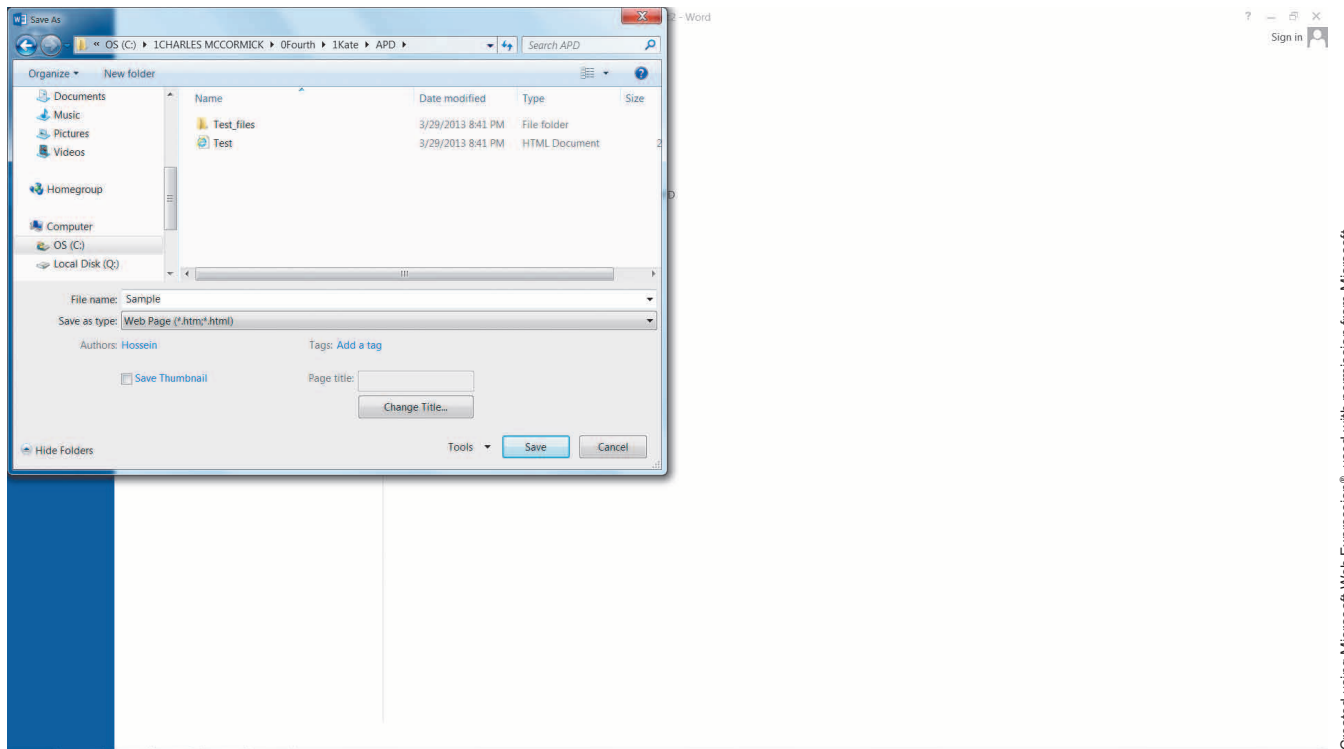
#### D-5 CREATING HTML DOCUMENTS

To create an HTML document, you either type HTML codes directly in an editor such as Microsoft Notepad or you use an authoring tool such as Expression Web 4. Most popular applications software, such as Microsoft Office, allows you to create HTML documents from within the application. You create your document as usual, except when you get ready to save it you choose the **Web Page** option. To save the paragraph you are currently reading in HTML format using Microsoft Word, follow these steps:

1. Create the paragraph (if it has not already been created).
2. Click **File**.
3. Click **Save As**.
4. In the **File name** text box, enter a name.
5. Click the **down-arrow icon** in the Save as type text box, and choose **Web Page**, as shown in Exhibit D.1.
6. Click **Save**.

If you view the source code of this document using a browser such as Internet Explorer, you will see that all the HTML tags have been entered.

Exhibit D.1  
Microsoft Word Save As dialog box

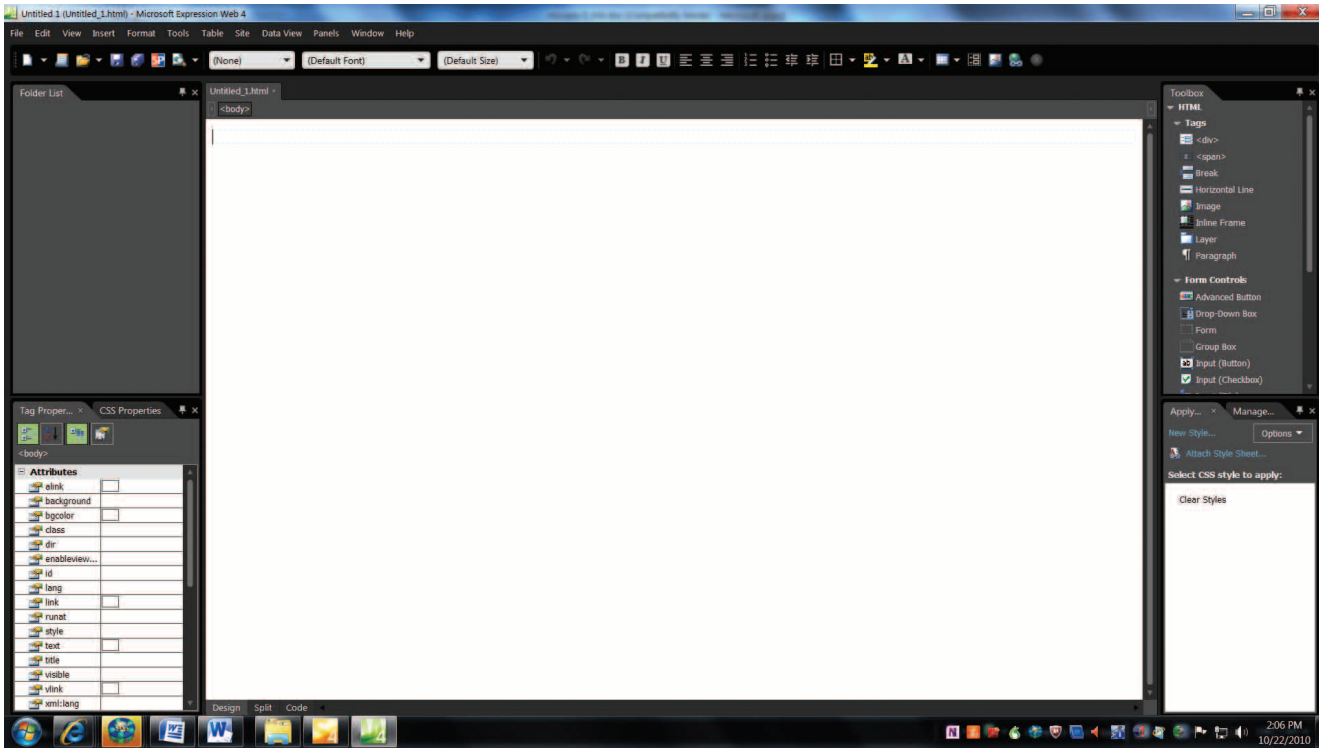


#### D-6 WHAT IS EXPRESSION WEB 4?

Expression Web 4 is a sophisticated software tool for designing, developing, and publishing Web sites. The

Expression Web 4 workspace gives you the tools you need to create and edit Web sites. As Exhibit D.2 shows, there are four distinct areas in this workspace:

Exhibit D.2  
Expression Web starting screen



Created using Microsoft Web Expression®, used with permission from Microsoft.

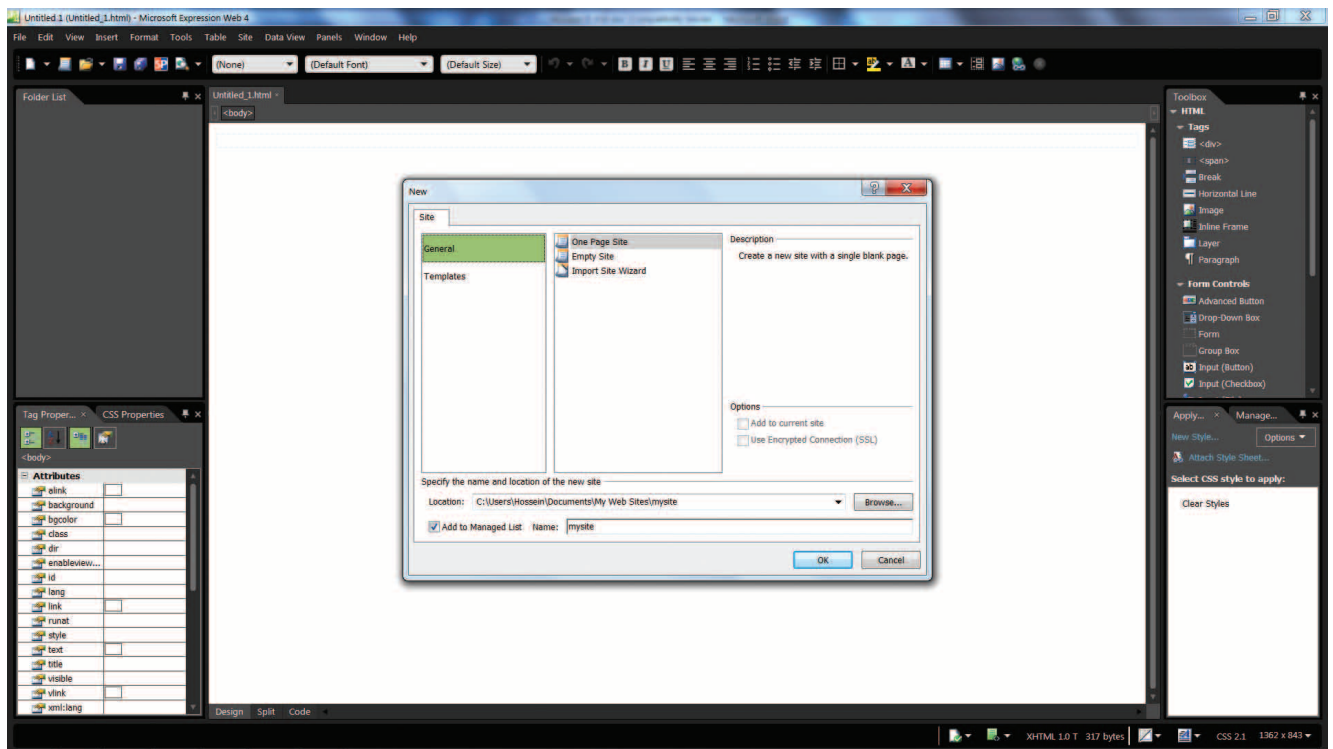
1. The menus and toolbars along the top of the screen allow you to perform tasks such as saving files and sites, generating reports, and changing how you view a page. This is similar to other Windows applications.
2. The panels on the right side of the screen allow you to perform tasks such as managing files in a Web site, adding tags to a page, and managing styles.
3. The editing window in the middle of the screen allows you to create and edit pages or directly edit page markup. This is similar to the Microsoft Word window.
4. The status bar at the bottom of the screen allows you to access Design, Split, and Code options.

#### D-7 IMPORTANT COMMANDS FOR CREATING AND WORKING WITH A WEB SITE USING EXPRESSION WEB 4

There are four important commands for creating and working with a Web site using Expression Web 4: create, open, add, and remove. This is how you access them:

1. To create a Web site:
  - On the Site menu, click **New Site** (see Exhibit D.3).
  - In the New dialog box, select the type of site you want to create (General or Templates), specify the location of the site, then click **OK**.

### Exhibit D.3 New Site dialog box



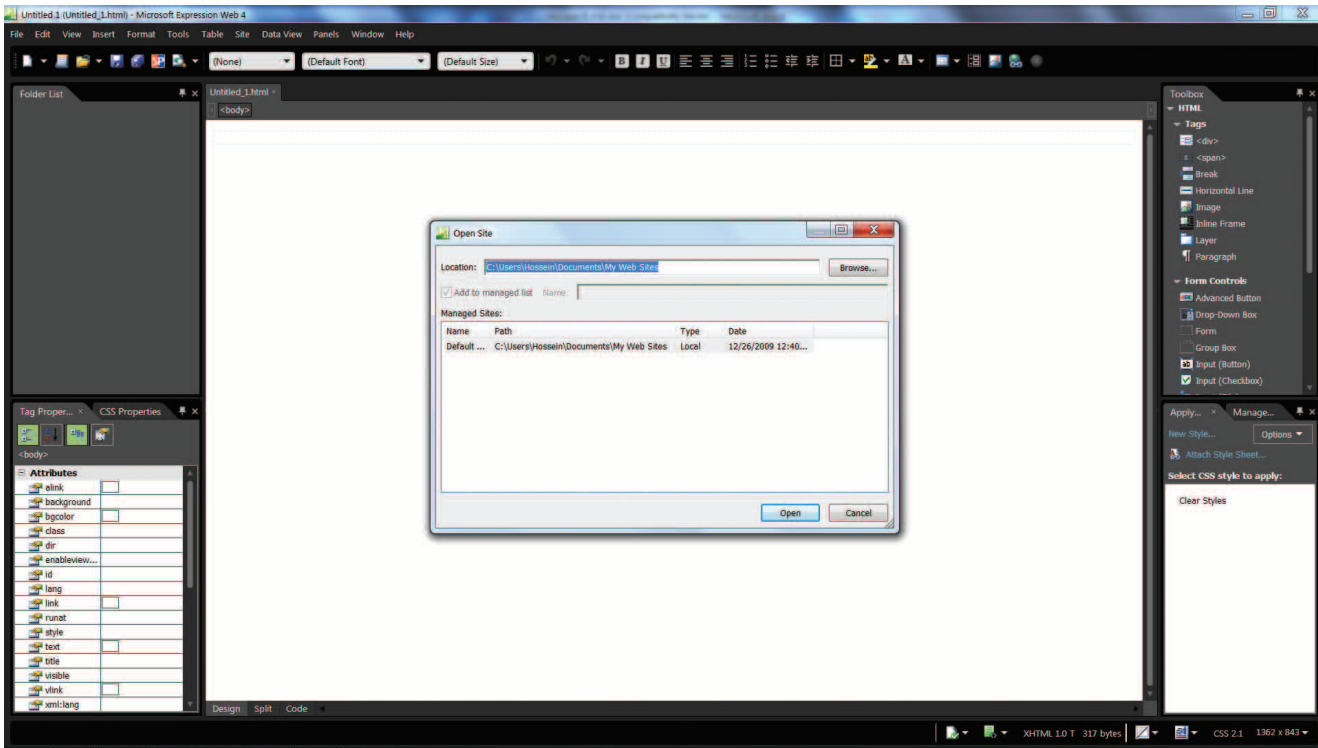
Created using Microsoft Web Expression®, used with permission from Microsoft.

2. To open a Web site:

- On the Site menu, click **Open Site** (see Exhibit D.4).

In the Open Site dialog box, specify the location, and then click **Open**.

## Exhibit D.4 Open Site dialog box



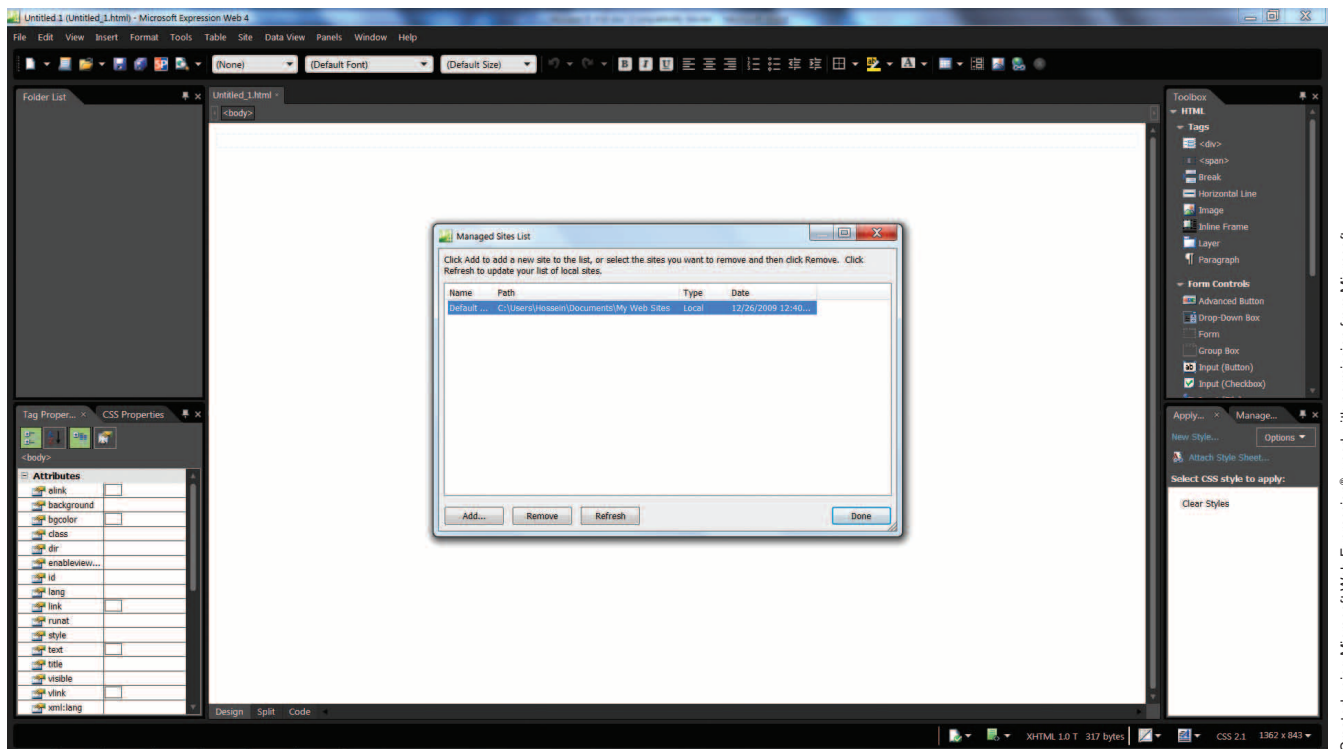
Created using Microsoft Web Expression®, used with permission from Microsoft.

### 3. To add a Web site:

- On the Site menu, click **Manage Sites List** (see Exhibit D.5). Click **Add**, and then follow the instructions.



## Exhibit D.5 Manage Sites List dialog box



### 4. To remove a Web site:

- On the Site menu, click **Manage Sites List**, and then follow the instructions. After removing or adding a site to your list, you must click the **Refresh** command in the Manage Sites List dialog box. Otherwise, your list will not be updated.

### D-8 STEP-BY-STEP INSTRUCTIONS FOR BUILDING A WEB SITE USING EXPRESSION WEB 4

In the following pages, we explain step by step the process of creating a simple Web site using Expression Web 4. The final Web site should be similar to the one shown in Exhibit D.6.

## Exhibit D.6 A sample Web site



Created using Microsoft Web Expression®, used with permission from Microsoft.

On this Web site (which is an abbreviated version of the author's Web site), we want to create four links. Three of them are links to other Web sites, and the fourth link is a link to the author's resume. After completion of this Web site, you may replace this resume with yours and replace these links with ones of your choosing.

Before starting this assignment, you need to have the following items in your default drive: HB.jpg (the author's picture) and RESUME.htm (the author's resume). We created the resume in Word, and then saved it using the Web Page option.

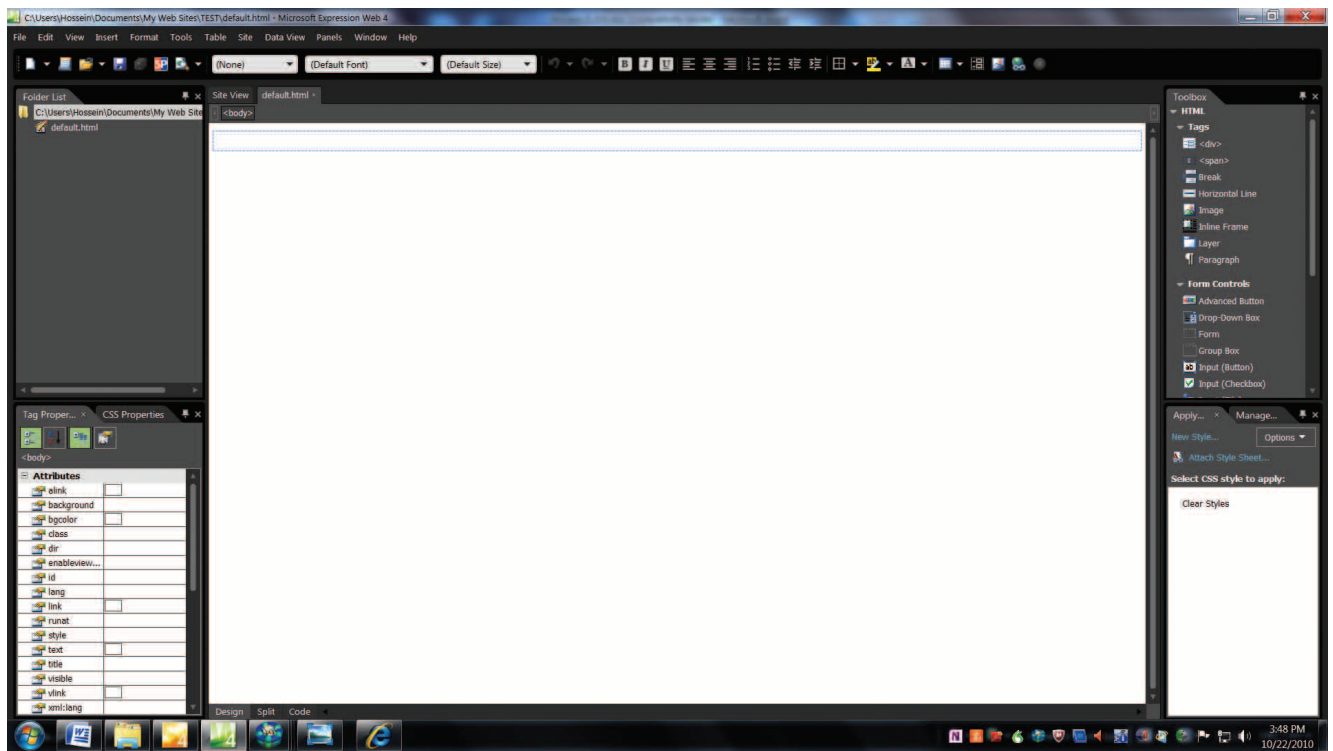
The URLs of the three links in the sample Web site are as follows:

- The author's official Web site:
  - o [www.csub.edu/~hbidgoli/](http://www.csub.edu/~hbidgoli/)
- The 4LTR MIS book:

- o [www.cengage.com/search/productOverview.do?Ntt=bidgoli|199988894819710755741549598726575424339&N=16&Ntk=APG|P\\_EPI](http://www.cengage.com/search/productOverview.do?Ntt=bidgoli|199988894819710755741549598726575424339&N=16&Ntk=APG|P_EPI)

- *The Handbook of Technology Management*
    - o [www.wiley.com/WileyCDA/Section/id-400190.html](http://www.wiley.com/WileyCDA/Section/id-400190.html)
1. Start **Expression Web 4**.
  2. Click **Site**.
  3. Click **New Site**.
  4. Select **General**, then click **OK**.
  5. Double-click **default.html** in the upper-left corner of the screen to start the editing window. At this point, your screen should look like the one shown in Exhibit D.7.

Exhibit D.7  
Expression Web editing window



Created using Microsoft Web Expression®, used with permission from Microsoft.

6. Click **Insert**, click **Picture**, click **From File**, then double-click **HB.jpg**. The Accessibility Properties dialog box is displayed. In this dialog box, you do not need to enter any text. However, for large Web sites it is a good idea to provide this information. For now, just click **OK**. In most

cases, the picture will be oversized. You can reduce the size by the click-and-drag technique or just modify the code. If you click **Code** on the status bar at the lower-left corner of the screen, Expression Web displays the HTML code for the author's picture (see Exhibit D.8).

## Exhibit D.8 HTML code for the author's picture



Created using Microsoft Web Expression®, used with permission from Microsoft.

On this screen, height equals 1704 (in code: height="1704") and width equals 2272 (in code: width="2272"). We changed these to height="426" and width="568" and clicked the **Design** tab on the status bar. The picture is now reduced by 75 percent.

7. Click the **picture**, then click the **Center** tab on the formatting toolbar. At this point, your screen should look like the one shown in Exhibit D.9.

## Exhibit D.9

The picture has been entered and centered in the editing window



Created using Microsoft Web Expression®, used with permission from Microsoft.

8. Right below the picture, enter the following text, centered and in bold.

**Hossein Bidgoli, Ph.D.**

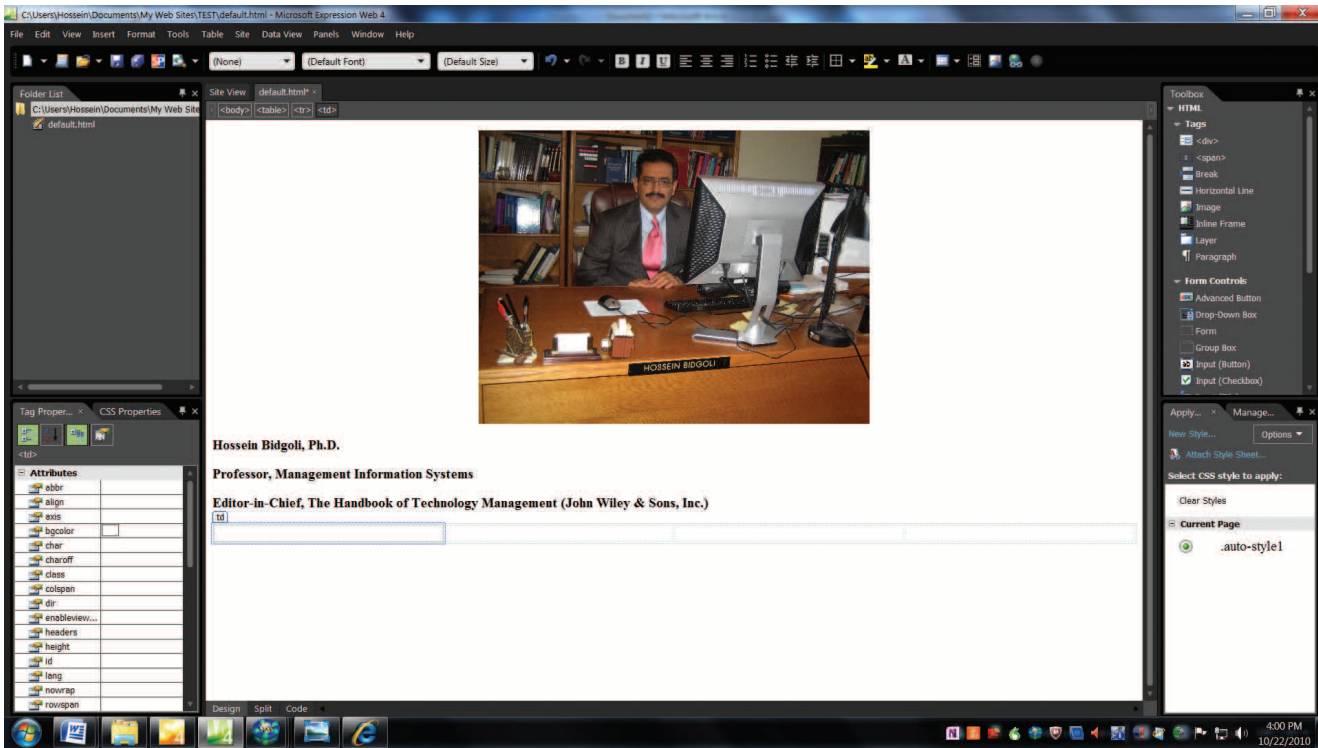
**Professor, Management Information Systems**

**Editor-in-Chief, The Handbook of Technology Management (John Wiley & Sons, Inc.)**

9. On the menu bar, click **Table**, then click **Insert Table**. For Rows, enter 1, for Columns, enter 4, and then click **OK**. This creates a 1 x 4 table right below the picture. At this point, your screen should look like the one shown in Exhibit D.10. Remember that the table will not be visible on the Web site. However, it is a good way to organize data and text on the screen.

## Exhibit D.10

The titles and the table have been entered



Created using Microsoft Web Expression®, used with permission from Microsoft.

10. In the first cell of the table, enter **Author's Official Web Site**; in the second cell, enter **The MIS Book**; in the third cell, enter **The Handbook of Technology Management**; and in the fourth cell, enter **The Author's Resume**. (You may have to manually click and drag to adjust the width of each cell in order to enter this information.)

11. Select the **titles** and the **table**, and click **Center** on the toolbar in order to center this information. Your screen should now look like the one shown in Exhibit D.11.

Exhibit D.11  
The table has been filled



Created using Microsoft Web Expression®, used with permission from Microsoft.

12. Select Author's Official Web Site, and right-click it. Exhibit D.12 is displayed.

Exhibit D.12  
Hyperlink pull-down menu is displayed



Created using Microsoft Web Expression®, used with permission from Microsoft.

13. In this menu, click **Hyperlink**. In the Insert Hyperlink dialog box, enter *www.csu.edu/~hbidgoli/*, and click **OK**. Do the same for the MIS book and enter *www.cengage.com/search/productOverview.do?Ntt=bidgoli||199988894819710755741549598726575424339&N=16&Ntk=APG|P\_EPI*. Repeat for *The Handbook of Technology Management*

and enter *www.wiley.com/WileyCDA/Section/id-400190.html*.

The resume is on the default drive. Using the Browse command, locate the resume in the default drive and click it.

After establishing all the links, the final Web site should look like the one shown in Exhibit D.13.



Exhibit D.13  
Final Web site



14. Using the **File Save As** command, save this Web site under **My First Web Site**.
15. To preview the Web site in a browser, click **File**, then click **Preview in Browser**. Various browser

choices will appear, as shown in Exhibit D.14. If you click any of these four links in the table, you would be transferred to the link that was specified.

## Exhibit D.14

The Web site can be viewed by various browsers



Created using Microsoft Web Expression®, used with permission from Microsoft.

16. As soon as you choose a browser, the Web site is displayed on that browser. As mentioned earlier, it is a good idea to test a Web site in different browsers to see how it appears.

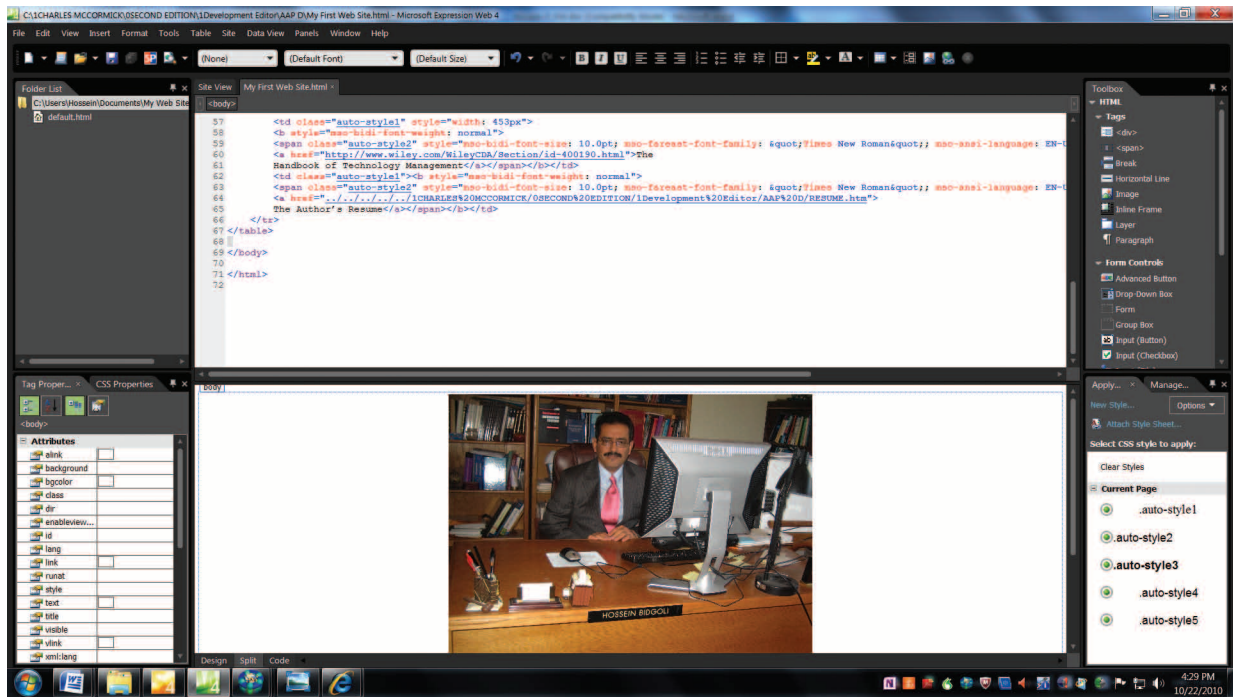
### D-9 EDITING AN EXISTING WEB SITE USING EXPRESSION WEB 4

After you create a Web site using Expression Web 4, its contents, elements, and properties can be modified. To do these modifications, click **File**, then click **Open**, then locate the Web site. Once the Web site is displayed, you

can perform any editing tasks you like in **Design**, **Split**, or **Code** modes.

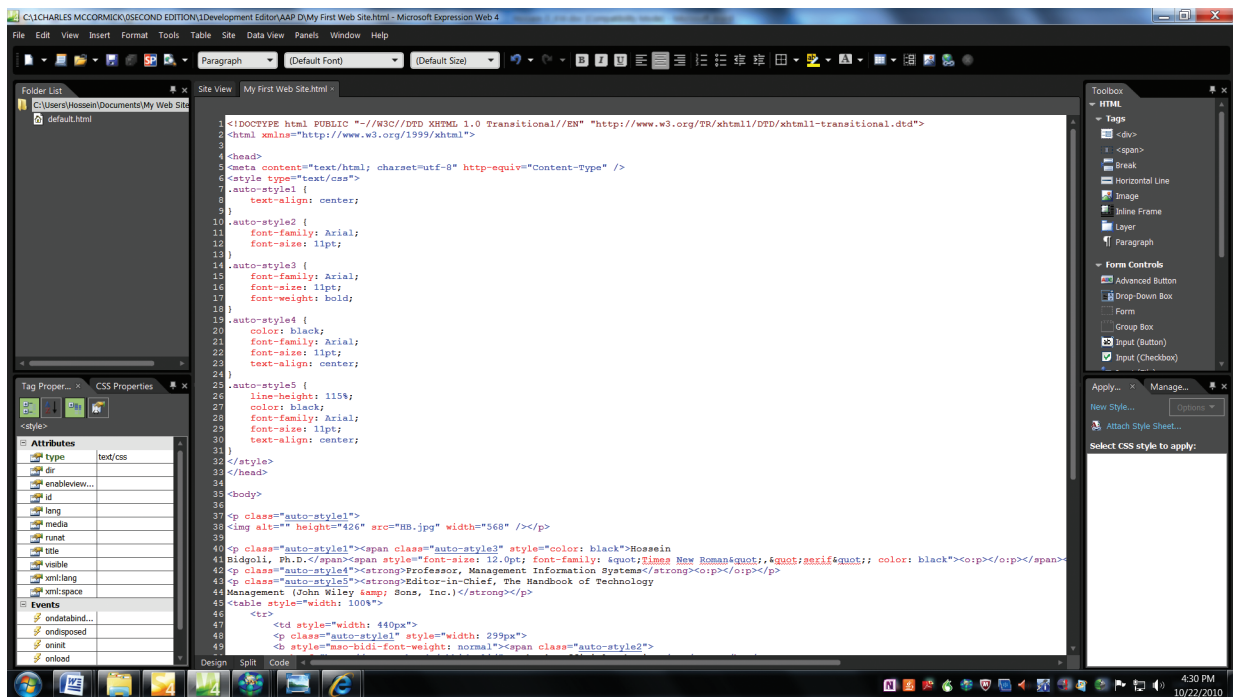
In **Design** mode, you see the Web site as it appeared when it was being created. In **Split** mode, the screen is split and you see the source code at the top and the Web site at the bottom (see Exhibit D.15). In **Code** mode, you see the source code that can be edited directly (see Exhibit D.16). After you make all the necessary modifications, you need to save the Web site again.

## Exhibit D.15 Split mode



Created using Microsoft Web Expression®, used with permission from Microsoft.

## Exhibit D.16 Code mode



Created using Microsoft Web Expression®, used with permission from Microsoft.

## D-10 PUBLISHING A WEB SITE USING EXPRESSION WEB 4

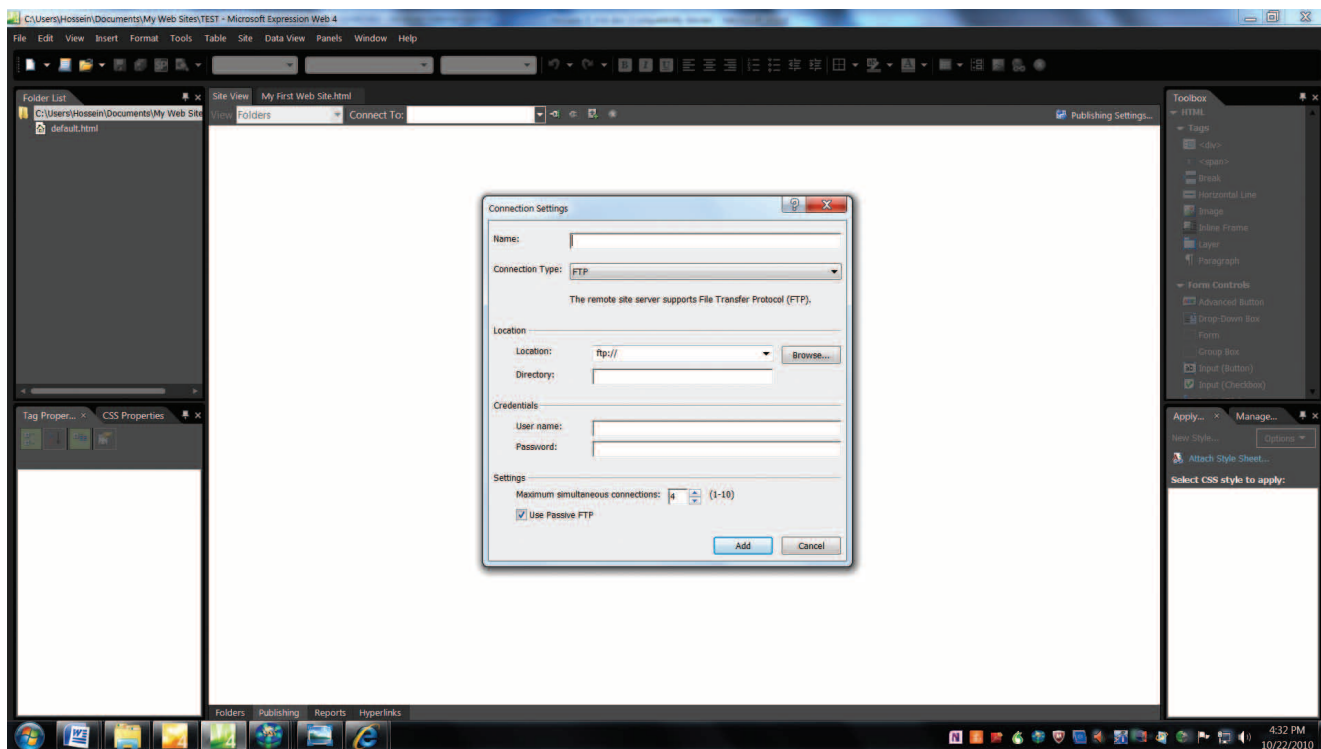
To publish a Web site means to transfer it from your computer to a Web server. As long as you have access to a Web server, you will be able to publish your Web site. Just about all Internet service providers provide server access to their customers to publish their Web sites. As soon as your Web site is on a Web server, the entire

world can see it. Expression Web 4 provides a simple method to publish your Web site. Follow these steps:

1. Click **Site**, then click **Publishing**.
2. Expression Web displays the message “Add a publishing destination.” Click the message.
3. A dialog box similar to the one shown in Exhibit D.17 is displayed.

Exhibit D.17

Connection Settings dialog box



Created using Microsoft Web Expression®, used with permission from Microsoft.

4. In the Name box, type the name of your Web site (in our example, My First Web Site).
5. Select a **Connection Type** (FTP, SFTP, FTPS, and so forth).
6. In the Location box, type the Internet address, including the protocol, for your Web site (for example, *ftp://www.test.com*).

7. Type the directory for the Web root as specified by your Internet service provider.
8. Click **Add**.

## Problems, Activities, and Discussions

1. What is HTML? How do you create an HTML document?
2. What are two examples of HTML tags?
3. What are three characteristics of a sound Web site?
4. What is Expression Web 4? What are some of its features?
5. Type the following paragraph in Microsoft Word:  
This appendix provides a general introduction to Web development and simple HTML syntax. It defines HTML, then reviews some of the important commands and tips in the Web development environment. After that, it describes the process of creating an HTML document, then walks you through the process of creating a simple Web site using Expression Web 4.  
Save it in HTML format under TEST.
  6. Start Internet Explorer. Click **File**, and then click **Open** to open TEST. Describe what you see.
  7. Start Expression Web 4 and practice with various menu options and the different parts of the workspace. Do you see similarities between this program and other Office application software?
  8. Create a one-page resume that lists your professional experiences, education, goals, and objectives. Save this resume in Word with HTML format. Also save a current photo of yourself in your hard drive. Now, go through section D-8 and follow the step-by-step process that we outlined to create a Web page. Your final screen should look similar to the one shown in Exhibit D.6. The only differences should be the photo and the resume. Save this Web page under TEST1.
  9. Open TEST1 in Expression Web 4 and replace the link to the *Handbook of Technology Management* to a link to Facebook ([www.facebook.com](http://www.facebook.com)). Also replace the link to the author's Web page with a link to a file that shows your academic schedule for this year stored in an Excel worksheet. It should show all the courses that you are taking and will be taking in this academic year. Please remember that Excel allows you to save a worksheet in HTML format similar to the procedure that you followed for Word. Save this Web Page under TEST2. Try your links and make sure they all work.
  10. Contact your ISP and, by following the instructions provided in this Appendix, publish TEST2.
  11. Adobe Dreamweaver is another popular Web design software available on the market. Conduct research and write a two-page paper that compares and contrasts Expression Web 4 and Adobe Dreamweaver. Which one would you recommend to a small business that is planning to create a Web presence in the marketplace?
  12. GIF and JPEG (also called JPG) are two accepted formats for images on the Web. True or False?
  13. You can only use Microsoft Word to create an HTML file. Excel and other application software in the Office do not offer such capability. True or False?
  14. All of the following are characteristics of a sound Web page except:
    - a. Readability
    - b. Large size
    - c. Soothing
    - d. Easy to navigate
  15. The Expression Web 4 workspace includes all of the following except:
    - a. The menus and toolbars
    - b. The dialog box in the center
    - c. The panels on the right side of the screen
    - d. The editing window in the middle of the screen